

Arizona Motorcycle Safety Advisory Council
Minutes
March 6, 2008 @ 10:00 a.m.

A public meeting of the Arizona Motorcycle Advisory Council was convened on March 6, 2008, at 3030 North Central Avenue, Suite 1550, Phoenix, Arizona 85012

Council Members Present:

P.J. Janik, Bobbi Hartmann and Dave Novitt,

Members of the Public Present:

Sky Pilot, ACMC/Limey Riders M/C, Carole O'Reilly, ABATE, Mark Weiss, Riders Edge.

Legal Counsel:

Brian Schneider, Assistant Attorney General

Call to Order and Roll Call:

The meeting was called to order by AMSAC Chairman, P.J. Janik, at 10:12 a.m. Roll call was taken and a quorum was present

Approval of Minutes for January 31, 2008

Dave Novitt brought up typo on his name on page 2 under #5 Budget. He said it should be Dave Novitt instead of Dick Novitt. He made a motion to approve minutes with correction. Bobbi Hartmann second the motion. All were in favor.

State Fiscal Year 2007 Media Campaign

Hand outs were passed out by Deputy Director, Michael Hegarty. The Council members reviewed the final summary and all were in favor of it.

Future Goals

P.J. Janik would like Council to follow NHTSA guidelines, Rider Education, Impaired Motorcycles and overall motorcycle awareness. Bobbi Hartmann suggested that Riders Education be more affordable and available—training—schools. Richard Fimbres said to provide study on what schools are providing for riders education. Bobbi Hartmann would like the Motorcycle Awareness Campaign to include Drivers Education – the ones who received a ticket.

Breakdown on four categories:

1. Riders Education – affordability
2. Impaired Motorcyclist
3. Motorcycle Awareness
4. NHTSA Guidelines

Look Out for Motorcycle T-Shirts

P.J. Janik recommends that Council put AMSAC logo on new t-shirts on back below neck line. La Retta will get price and order new shirts with recommendations from Council. Add tag line on sleeve – logo and print in black. Dave Novitt made a motion to incorporate AMSAC logo

somewhere on t-shirt (Look Out for Motorcycles) and tag line on sleeve. Bobbi Hartmann second the motion and all were in favor.

Policy and Procedures

Richard Fimbres passed out forms for the public to fill out to let Council know if they want to discuss an agenda item. The draft form is to be send to Brian Schneider, Assistant Attorney General. Topic to be added on next agenda, to approve draft of public comment form modification to policy and procedures. Bobbi Hartmann made a motion for Council to put together a draft public comment form. Dave Novitt second and all were in favor.

Cox Media Update

Deputy Director Michael Hegarty passed out draft of PSAs for AMSAC. There are two separate PSAs – one is geared toward motorcyclist and the other toward motorist. Hopefully, filming will start next week. P.J. Janik spoke to Cox to start video/audio. Michael recommended that P.J. Janik be the speaker/voice since he a member of the Council and represents a rider. AD runs April through September. On draft under Audio section, last paragraph,, it should read **Arizona** Motorcycle Safety Advisory Council – Arizona needs to be added. Dave Novitt made a motion to accept Cox PSAs and adding Arizona to Council name. Bobbi Hartmann second and all were in favor.

May Awareness Events

P.J. Janik stated that on May 3rd there will be an event in Prescott Valley at the Prescott Valley Entertainment Center from 10am to 2pm. P.J. Janik met with three of the major clubs – ABATE, Central AZ Riders and MMA regarding event. He also advised a Jr. track for May event and hopes stock items will be available. He would like Director Richard Fimbres to attend event to read the proclamation. Director will check his schedule. Fain Signature Group might put flyer together for event – P. J. Janik will check on it. Dick Studdard requested 200 t-shirts for this event.

Bobbi Hartmann mentioned an event by ABATE/MMA on May 4th (not sure about time) at the Indoor Swap Meet, 27th Ave. & Camelback Rd. in the parking lot. Will have photographing, etc. As for the MMA event in Casa Grande, she will check on the date and time.

Dave Novitt said the Pima County event will be on April 17 – 27th. Escorted in by motorcycles, Dave will arrange with the news media about setting up a press conference. Director Richard Fimbres will check if available. Dave Novitt is not sure about flyer – will check on it. This is a very large event – Freedom Hall set up with red, white and blue.

Bobbi Hartmann said the MMM Westsiders Event is coming up but she's not sure of the date. Bobbi will e-mail dates of events to La Retta to put on GOHS calendar for Director to attend.

GOHS will have three press conferences; namely, Prescott – May 3rd, Pima County – April 17-27th, Phoenix – April 29th - Arnie Cuellar will find/check on location and set up as service training.

2008 Media Campaign

Bobbi Hartmann discussed possible billboard campaign. She is concerned with billboard (motorcycle) – wrong media? Everyone needs to get motorcycle endorsements. Offering to work with company for ideas with billboards. Deputy Director Michael Hegarty advised her that Bozell and Jacobs was a RFP. She will need to look at procurement listing for state contracts. Bozell owns pictures of billboards used last year. AMSAC owns artwork. P.J. Janik assigned Bobbi to help with new billboards, but wants to keep same format. Bobbi would like to add Look Out for Motorcycles billboard. P.J. Janik is ok with adding billboards - need license plate as part of branding – add AMSAC logo. Bobbi is working on putting list of motorcycle publications cost for monthly/quarterly ads. Better to work with agency to buy ad in magazine. Dave Novitt advised most motorcycle dealerships will put information for free.

Call to the Public

Mark Weiss–Riders Edge. In regards to what Bobbi said (dealing with future goals) license percent in state. Increase licensing – motorcycle endorsements. Maybe send separate letter to motorcycle owner regarding license, endorsement-motorcycle (neutral, non-threatening letter). Operators of motorcycles need and should have license and endorsements. He encouraged Council to consider creating riders education – audit training. MVD doesn't do this. No charge from MSF – not all schools are doing correct training (to be put on agenda for next meeting). Mark can do presentation or someone from MSF.

Sky Pilot – ACME/Limey Riders M/C

Gave an update on what's going on in City of Glendale. If going to do safety/motorcyclist, need to look at motorist. Glendale coming up with "Look Twice to Save A Life" – wanting to do campaign.

Carol O'Reilly - ABATE

Regarding affordable rider lessons, Illinois has private schools and state programs. It costs \$20 to run through universities. You sign up but if full, you're put on a waiting list or you can take private lessons – affordable endorsements (put on agenda for next meeting).

Board Forum

Bobbi Hartmann invited GOHS and Council to attend lunch – lawn at capitol on March 20th from 11am – 1 pm. Patriot Guards – barricade 17th Ave. & Washington. Announced Ron Shepard (big name in motorcycle awareness) has passed away. Mary Peters – AZ ABATE wrote letter to her and submitted information on helmet promotion - part of what grants can be used for promoting helmets riding gear. ABATE wants to keep funds as Bobbi spoke about bills being dead. Bill 2287 – rename motorcycle safety fund – eliminate Council completely. Representative Weiers refused to hear bill. Bill 2280 – elimination emissions on motorcycles will pass – effective in September. ADEQ put together a plan – a six year process.

Director Richard Fimbres said City of Glendale asked GOHS to step up with motorcycle safety. Sandy Adams with the City of Glendale wants to do something during motorcycle awareness program. Bobbi will get with Steve on proclamation. Last year only changed date. Need proclamation before press conference. GOHS Safety Days–State Fair event is to be put on agenda for next meeting.

P.J. Janik – Recap of Agenda Items – matching registration to owners-MVD letter, quality insurance audit-three party trainers, affordable rider education, state fair public safety days, driver's schools, policy & procedures public speaking draft form.

Next Meeting Date

The next meeting will be on April 10th at 10am at GOHS. Dave made a motion to adjourn meeting at 11:30 a.m. Bobbi second and all were in favor.

DRAFT